

HD Radio and Supplemental Audio Channel capacity will provide additional public service to thousands of people in west and northwest Arkansas. KUAF currently provides the only public radio programming to this region and the SAC will let us expand programming to meet listener needs that are either underserved or not served at all. Specifically, KUAF will use SAC to very cost effectively, provide two distinct program streams to our communities. There is so much public radio programming available to stations, most of which we cannot currently use. With SAC, KUAF will serve unserved audiences including the growing Hispanic population in this area.

Beyond authorizing the use of HD Radio technology to offer supplemental audio channels, the FCC's goals will be well served by providing non-commercial educational stations with maximum flexibility to serve the needs and interests of our listeners. Public radio stations share a mission to serve the public's educational needs and have a proven track record of successfully doing that. Public radio stations count on the FCC to fully protect our ability to serve that programming mission. Public radio stations also need to generate revenue to fund our activities. The potential use of SAC technology to raise much needed funds will strengthen our ability to continue serving the public in the future.

Rick Stockdell, General Manager

KUAF-FM

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